GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1231
ANSWERED ON:24.07.2017
Decline of Tourists in Kashmir
Bhatt Smt.Ranjanben

Will the Minister of TOURISM be pleased to state:

(a) whether the number of tourists has declined in Kashmir during the current year;
(b) if so, the details thereof;
(c) whether the Government proposes to take certain steps to improve the number of tourists; and
(d) if so, the details thereof and the time by which the said steps are likely to be taken and if not, the reasons therefor?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) and (b): The number of Domestic and Foreign Tourist Visits to the State of Jammu and Kashmir in 2016 (provisional) were 94.15 lakhs and 0.63 lakhs, registering positive growth of 2.95% and 7.92% in 2016 over 2015, respectively. This information is not available for current year.

(c) and (d): Development and promotion of tourism sector is the responsibility of the State Governments and Union Territory Administrations. The Ministry of Tourism provides Central Financial Assistance (CFA), from various plan schemes, to them for tourism projects subject to adherence of existing scheme guidelines, availability of funds and liquidation of utilisation certificates for funds released earlier.

In addition, Government has undertaken following special measures for development and promotion of tourism in Jammu & Kashmir:

i. Sanctioned tourism projects of Rs.42.02 Crore and Rs.569.19 Crore under PRASAD and Swadesh Darshan scheme, respectively in the year 2016-17.
ii. 100% central financial assistance for organizing fairs & festivals is allowed to the State of Jammu & Kashmir.
iii. Provision of complimentary space to the State of Jammu & Kashmir in India Pavilions set up at major International Travel Fairs and Exhibitions.
iv. The Ministry of Tourism has been releasing special campaigns on Jammu & Kashmir on Doordarshan and Private TV channels to promote tourism in the regions.
v. Government of India employees are allowed to avail LTC for visiting Jammu & Kashmir in lieu of Home town LTC.

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